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CHRISTIAN STATESMAN

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NEWTON CENTRE, MASS.

THE POVERTY AND RICHES OF PENNSYLVANIA

$200,000,000 . . . for SCHOOLS - - - $700,000,000 . . . for LIQUOR

For every dollar Pennsylvania spends for the education of her youth in her public schools, she spent three dollars plus for intoxicating liquors.

In 1946 Pennsylvanians spent for liquor, wine and beer $500,000,000 more than they spent in preparing their two million boys and girls for life and the duties of citizenship in the public schools.

This comparison is based upon figures obtained from the Department of Education and from the Liquor Control Board of the Commonwealth of Pennsylvania.

Public School Cost—$187,329,844

The operating cost of the public schools of the state for the fiscal year closing June 30, 1945 (the latest figures available—they were probably slightly more for 1946) was $187,329.844.

Alcoholic Liquors Cost $702,029,663

Based upon figures just obtained from the Liquor Control Board, the total sales of intoxicating liquors in the state for the calendar year 1946, were approximately $702,000,000. We have from this Board the sales in dollars and cents of liquor and wine at retail to the consumer, and at wholesale to hotels, restaurants and clubs, at each of the 576 State Liquor Stores of Pennsylvania, by counties, and for the state as a whole.

In figuring the cost to the consumer the only estimate we have to make is on the mark-up of the cost to the wholesaler in his retail sales to the consumer, which we estimate at 150%. On this basis Pennsylvania drinkers of high-powered liquors and wine spent last year $378,707,894.

Barrels of Beer Consumed—8,397,944

In terms of barrels the amount of beer consumed in 1946 by Pennsylvania beer drinkers amounted to 8,397,944 barrels (26.3 gallons per capita)—492,257 barrels more than in 1945. The cost to consumers we estimate at $38.50 per barrel, $1 per barrel more than our estimate for 1945, which totals $323,322,769.

Summing all this up we have

Pennsylvania's Booze Bill for 1946—$702,000,000

Liquor	$378,707,894
Beer	323,322,769
Total	$702,029.663

Per capita cost—$70.91.

Increase 1946 Over 1945—$97,402,237

Liquor (1945)	308,162,289
Beer (1945)	296,465,426
Total	$604,627,426

Per capita cost—$61.71.

The percentage of increase in the sales of liquor in 1946 over 1945 for the state was 23.75%; of beer 6 1-5%.

Comparison of Liquor and School Costs—One Year

Liquor	$702,029,663
Public Schools (current expense)	187,329,844
Difference	$514.699,819

$3.75 for Liquor—$1.00 for Schools

Three dollars and seventy-five cents spent for liquor for every dollar spent in operating cost of the public schools! Were we even to add to the operating cost—"current expense"—of the public schools "debt service and capital outlay," making a grand total of $227,032,725 (which the school authorities customarily do not do) we would still be spending more than $3 for liquor for every $1 for public schools.

Pennsylvania is so poor she can't pay her public teachers a living wage, nor provide adequate facilities for operating her schools! So rich she can afford to pour $700,000,000 into more than 20,000 rat holes—liquor and beer joints—in the state.

CLAMP DOWN ON THE SCHOOLS! ROLL OUT THE BARREL! GOD HAVE MERCY!

Gambling, Sabbath and Liquor Bills in Penna. Legislature

Following are the important bills now before the Pennsylvania Legislature on the moral issues named in the heading of this article which should have the active support or opposition of the Christian citizens of the state. Support of good legislation, effectively expressed, is a duty of citizenship. While petitions signed by a long list of individuals have their effect, individual letters, or telegrams, or personal interviews with Senators or Representatives from your home district are much more effective. We suggest communicating with the committees to which these bills have been referred, requesting the bills be killed in committee if bad and reported out favorably if good. Also, that communications be sent to the Senator and the Representatives from your home district expressing your views with reference to these various bills.

Address all communications to Chairmen of Committees and members of the Lower House to, House of Representatives, Harrisburg, Pa.; Committee Chairmen of Senate and Senators to the Senate, Harrisburg, Pa. We request the Pennsylvania readers of *The Christian Statesman* to be active in expressing their own views on these bills and having like-minded citizens do the same.

I. Bills on Gambling

Senate Bills, Nos. 19, 24. Broadening the crimes of bribery in athletic contests and making it a felony to bribe participants in these contests. Committee on Judiciary General, Hon. John H. Walker, Chairman.

House Bills Nos. 262, 112. Similar to above two bills in Senate. Committee on Judiciary, Hon. John H. McKinney, Chairman.

House Bill No. 114. To provide for betting on horse racing at exhibitions of farm products (fair) by referendum.

Committee on Law and Order, Hon. Ray W. Greenwood, Chairman.

House Bill No. 70. To legalize pari-mutuel gambling at dog races.

Committee on State Government, Hon. Ivan C. Watkins, Chairman.

II. Anti-Sabbath Bills

Senate Bill No. 103. To legalize Sunday hockey and Sunday basketball by referendum. Committee on Forests and Waters, Game, Fish. Hon. C. Arthur Blass, Chairman.

Senate Bill No. 75. To provide by referendum for rental of school stadiums for Sunday sports. Committee on Education, Hon. Frederick L. Homsher, Chairman.

III. Anti-Sabbath and Liquor Bills

House Bill No. 279. Local option on sales of liquors after 1 P. M. on the Lord's Day. Liquor Control Committee, Hon. Kenneth H. Wagner, Chairman.

House Bill No. 264. To provide for sale of liquor in hotels, restaurants, clubs to 2 A. M. on the Lord's Day. Same committee as above bill.

IV. Liquor Bills—A. Senate

Good Bills:

S. 31. Club Quota Bill to include clubs in quota in any community. Committee on Law and Order, Hon. A. H. Letzler, Chairman.

S. 32. Hotels within quota in certain cases. Necessity for bona fide hotel to be proved before granting license. Same Committee as above.

S. 214, 215, 216. Appeal Bill. To provide for appeal from decision of Court of Quarter Sessions to Superior Court. Same Committee as above.

S. 158. Election Code. To clarify election law and provide an orderly procedure for initiating and conducting local option elections. Election Committee, Hon. Louis H. Farrell, Chairman.

Bad Bills:

S. No. 124. Veteran Club Licenses. To remove bona-fide veterans' clubs from quota law. Committee on Law and Order, Hon. A. H. Letzler, Chairman.

S. Nos. 125, 126. Veteran Club License. To reduce time veteran clubs require to be in operation to obtain a license to three months. Same Committee as above.

S. 112. Appeal Bill. Added final authority granted Courts of Quarter Sessions on appeal from decision of Liquor Control Board. Judiciary General Committee, Hon. John M. Walker, Chairman.

B. House of Representatives

Good Bills:

H. 83. Revocation of drivers license. To provide drivers license shall be permanently revoked upon second conviction of intoxication. Motor Vehicle Committee, Hon. Samuel B. Dennison, Chairman.

H. 485. Minor Bill. Parents and other adults prohibited from taking minors into licensed establishments. Committee on Judiciary, Hon. John H. McKinney, Chairman.

Bad Bills:

H. 29, 103, 243, 491. To exclude clubs from quota limitation. Committee on Liquor Control, Hon. Kenneth H. Wagner, Chairman.

H. 265. Package Sales. To provide for off premises sales of liquors in hotels, restaurant and clubs. Same Committee as above.

H. 119. Veterans Club Bill. To reduce time veterans clubs required to be in operation to receive liquor license. Same Committee as above.

H. 441. Beer Bill. To increase quantity of off-premises sales of malt and brewed beverages. Same committee as above.

H. 483. Local Option Bill. To increase the percentage of registered voters required to sign local option petition to get the liquor issue on the ballot. Same committee as above.

H. 250. Liquor Enforcement Bill. Agents uncorroborated testimony not sufficient to convict. Same committee as above.

PENNA. SCHOOL OF ALCOHOL STUDIES

Juniata College, Huntingdon, Pa., June 23-28, 1947

For sometime there has been felt a need for a School of Alcohol Education in Pennsylvania.

The first and second sessions of such a school were conducted in the summers of 1945 and 1946. The third session will be held on the campus of Juniata College, Huntingdon, Pa., beginning Monday, June 23 and ending Saturday noon, June 28, 1947.

The program of studies will compress into one week timely two-hour periods of lectures, demonstrations, and discussions. The school is sponsored by the State Alcohol Education Committee of which Dr. George F. Dunkelberger, Professor Emeritus of Psychology and Sociology, Susquehanna University, is chairman. He is also director of this school. The president of The National Reform Association is a member of this committee. The faculty is composed of scientists, medical men, research workers, social welfare directors, and educators, who are accepted as authorities in their fields.

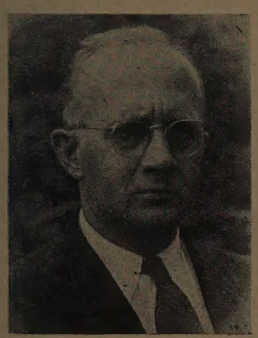
(Continued on Page 7)

RELIGIOUS EDUCATION IN PUBLIC SCHOOLS

Report of Rev. E. M. Hetzler, Fieldman for Week-day Religious Education in the Public Schools of N.R.A.

The field representative for week-day religious education in the public schools has been busy in the field during the autumn and winter months. His work naturally falls into three divisions—contacting cities which do not have any organized courses in this field to arouse an interest in the need for such courses in their public schools, contacting Christian colleges in order to find qualified Christian young women who may be available to teach in communities needing teachers for such week-day education programs, and, meeting requests for addresses to groups interested in the week-day religious education movement.

This winter considerable interest in week-day religious education has been manifested in Pennsylvania. In response to this interest Mr. Hertzler has made several trips east to the Keystone State to determine the extend of such interest in a selected number of Pennsylvania communities. The following



Rev. E. M. Hertzler

communities were included in these trips: Somerset, Hollidaysburg, Huntingdon, Shippensburg, Carlisle, Mechanicsburg, Harrisburg, Hummelstown, Middletown, Hershey, Lititz, Lancaster and Columbia. While a keen interest in week-day religious education is evident in most of the communities visited, the idea of conducting week-day religious education classes in the public school buildings is comparatively new in Pennsylvania, and it will require some time for public sentiment to develop in many of the communities. Somerset, Bloomsburg, Columbia, and Hollidaysburg offer the most favorable prospect for taking definite steps in organizing a week-day program in the near future.

Mr. Hertzler also visited a number of communities in Ohio, Indiana, and Michigan, including Bellefontaine, Delphos, Kenton, Willard, and Marseilles in Ohio; Blissfield, Ferndale, and Port Huron in Michigan; and Indianapolis, Beach Grove, Speedway City, Muncie, Kokomo, Shelbyville, New Castle and Greensburg in Indiana. In most of these communities there is considerable interest in establishing week-day religious education programs, and a number of them are already definitely planning and organizing in order to start classes next autumn.

One acute problem in week-day religious education is that of finding qualified young women who will teach classes in this field. In order to meet that need, Mr. Hertzler has endeavored to organize a list of prospective qualified teachers from which communities needing teachers may select suitable young women. He has made visits to the following colleges, interviewing young women of the senior classes regarding the possibility of entering this field of teaching: Bluffton College, Baldwin-Wallace College, Findlay College, Defiance College, Wooster College, and Ohio Wesleyan University in Ohio, and Marion College, Manchester College, and Goshen College in Indiana. A number of very devoted Christian young women have made themselves available for teaching in this field next autumn.

In addition to the work indicated, the fieldman receives numerous calls to speak to Ministerial Associations, Parent-Teachers Association meetings, Union Meetings of Church leaders, etc. In recent months he has made addresses in Hollidaysburg, Bloomsburg, and Somerset, Pa.; Salem, Lima, and Kent, Ohio, and in Kokomo, Indiana.

Interest in week-day religious education is constantly increasing throughout the mid-west. There is a great awakening to the fact that if Americans shall retain their freedom which derives from democratic government based on the Christian pholosophy of life, then it becomes the responsibility of the Christian church that the children of the nation shall be taught the principles of that Christian faith upon which democratic government is founded. The introduction of a program of week-day religious education classes is the most concrete way of accomplishing this imperative need.

NOTABLE COURT VICTORY FOR RELIGIOUS EDUCATION IN THE PUBLIC SCHOOLS

On January 22, 1947, the Supreme Court of Illinois handed dawn a decision upholding the ruling of the Circuit Court of Champaign County of that state in denying a writ of mandamus as petitioned by Vashti McCollum on the Champaign School Board "to prohibit the teaching of religious education in the public schools during the hours when the public schools are regularly in session."

For a full statement of the case as presented before the local court, the arguments, the decision of the court and the opinion sustaining it, we refer our readers to pages 11 and 12 of the March, 1946, issue of *The Christian Statesman.*

Mrs. McCollum, a professed atheist, claimed the giving of this instruction in the schools which her son attended, was embarrassing to her son and a violation of the religious liberty provisions of the Constitution of Illinois and of the Constitution of the United States. The Circuit Court ruled it was not a violation of either the State or the Federal Constitution. Now the Supreme Court of the State upholds the ruling in a lengthy opinion, concluding as follows:

"We have the record here, which, relieved of its excess verbiage, technicalities and niceties, presents the simple question, does either the Federal or State constitution, or both, in their guaranty of religious freedom, prohibit voluntary religious classes in the public schools under the plan as disclosed by this record? Certainly, such classes do not violate the freedom of conscience of any individual or group so long as the classes are conducted upon a purely voluntary basis. Freedom of religion as intended by those who wrote the State and Federal Constitutions means the right of an individual to entertain any desired religious belief without interference from the State. Our government very wisely refuses to recognize a specific religion, but this cannot mean that the government does not recognize or subscribe to religious ideals. We find such recognition in the very preamble of our State constitution. The government does not recognize a particular faith, but this does not mean that it is indifferent to religious faith. To deny the existence of religious motivation is to deny the inspiration and authority of the constitution itself.

"We do not find, from this voluminous record, anything that would warrant us in finding that there has been any violation of State and Federal guaranties, or, under the system as outlined, a violation of section 6-43, of the School Code of Illinois."

While this opinion is not all that could be desired (in the famous Trinity Church case in 1892, the U. S. Supreme Court declared specificially, "This is a Christian Nation") it is all the more a notable victory for religious teaching in the public schools as coming from the Supreme Court of Illinois, which in 1910 handed down a decision against the Bible in the Schools, which has not only kept the Bible out of Illinois Schools, but has been used adversely throughout the nation.

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THE CHRISTIAN STATESMAN PUBLISHED EVERY OTHER MONTH

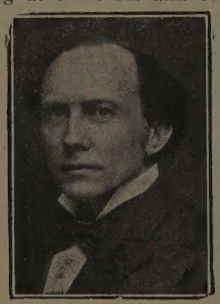
As noted in our last issue of *The Christian Statesman,* beginning with this issue, will be published every other month. During the depression it became necessary to reduce the number of issues published to one each three months.

The subscription price remains the same as heretofore.

The Christian Statesman is the organ of The National Reform Association. It is sustained, in part, by the subscription price, $1.00 per year, but in larger measure from contributions made to carry on the general work of the association.

A NATIONAL INSTITUTION

The Annual Fellowship Breakfast of the International Reform Association is more than a breakfast at which the members of the Federation's Board of Directors break bread, hear reports of the accomplishments of the Federation for the past year and plan the work of the coming year. It has developed into what might properly be termed a National Institution. At the 52nd Annual Breakfast held January 24 in the Senate Dining Hall of the national capital, beginning at 9 A. M. and concluding



Clinton N. Howard

at 12 o'clock noon, there were 22 speakers, most of them nationally known, who came from widely separated sections of the United States to grace this occasion with their presence and give brief and inspiring messages on the numerous lines of reform promoted by the Federation.

Clinton N. Howard, the Federation's General Superintendent, was master of ceremonies. In his matchless way, with wit and humor, he introduced the speakers and interspersed their messages with reminiscenses covering a period of a half century. About 150 persons, including the delegates to the annual meeting of the National Temperance and Prohibition Council held in Washington on January 22 and 23, were the guests of the Federation. No other organization outside of the Government is permitted the use of the Senator's private dining room in the Capitol Building.

Quite a number of Senators and Representatives were among those present. Among the chief speakers were Harold H. Burton of the U. S. Supreme Court; Senators Capper, Johnson, Donnell and Haly; Congressman Bryson, Bishop Hammaker, of Denver, Colo.; Frank E. Gannett, of Rochester, N. Y., newspaper publisher, who flew from Miami, Fla., to be present and who told of the millions of dollars of liquor advertising which he had refused to accept for his 21 eastern newspapers, and outstanding preachers of Washington, Philadelphia and New York.

The editor of *The Christian Statesman* and president of The National Reform Association has been a guest at these breakfasts for many years and always comes from them with a new faith in the triumph of righteous causes, and a new devotion to them. Long live Clinton N. Howard and the International Reform Federation!

PENNSYLVANIA LEGISLATIVE FIELD DAY

The Federated Legislative Committee of Pennsylvania, composed of a dozen Christian and reform organizations, is holding a Legislative Field Day in the capitol city, Harrisburg, on Tuesday, March 25, which leaders of the moral forces of the counties of the state are urged to attend. Dinner will be served at 12:30 at the Fifth Methodist Church at $1.00 per plate. The governor and his cabinet, the members of the Senate and House and other outstanding state executives are invited to the dinner as guests.

Following the dinner hour the afternoon will be given to an open forum on legislation dealing with liquor, gambling, and Sabbath bills before the Legislature (see list of these bills elsewhere in this issue) closing with an address on "Dare the Highroad," by Dr. Charles G. Ellis, President Emeritus of Juniata College, Huntingdon, Pa. The National Reform Association, one of the members of the Federated Legislative Committee, will have a delegation in attendance.

A TIMELY PRAYER

At the opening of the sessions of the United States Senate and House of Representatives each day, prayer is offered by the Chaplain, chosen by each body for this service. Recently, Chaplain of the Senate, Rev. Peter Marshall, offered the following prayer:

"Deliver us, O Lord, from the foolishness of impatience. Let us not be in such a hurry to run on without thee. We know that it takes a lifetime to make a tree; we know that fruit does not ripen in an afternoon, and thou thyself didst take a week to make the universe.

"May we remember that it takes time to build the nation that can truly be called God's own country. It takes time to work out the kind of peace that will endure. It takes time to find out what we should do; what is right, and what is best.

"Slow us down, O Lord, that we may take time to think, time to pray, and time to find out thy will. Then give us the sense and the courage to do it, for the good of our country and the glory of thy name. Amen."

PENNA. COUNTY AND STATE LIQUOR LEAFLETS

On the first page of this issue we set forth the shame of Pennsylvania and Pennsylvanians in spending in one year more than $700,000,000 for liquor while spending less than $200,000,000 for the education of her youth in her public schools.

We have the figures on which to base the comparison for liquor and school expenses in every one of the 67 counties of the state. We propose to publish these in attractive leaflet form with other related materials for a number of the counties, each county leaflet also containing the figures for the state.

This is a task which requires time, careful calculation and involves considerable expense. Readers of *The Christian Statesman* living in Pennsylvania and interested in securing these leaflets in quantities can obtain sample copies of one of them and information regarding the cost by writing us.

As an indication of startling facts these leaflets will contain we give the following from Allegheny County and Philadelphia:

Allegheny County Expenditures, 1946:

Intoxicating Liquors $134,463,920
Per capita, $95.40.
Public School (current expense 29,408,761

Philadelphia Expenditures, 1946:

Intoxicating Liquors $194,354,506
Per capita, $100.63.
Public School (current expense) 29,056,685

The Liquor Industry . . . A Powerful and Dangerous Monopoly

R. H. MARTIN, Chairman
Committee Against Liquor Advertising of The National Temperance and Prohibition Council.

The liquor industry is rapidly heading up into a gigantic and dangerous monopoly. This is true in particular of the distilling section of the industry. Of the 142 companies that have permits from the Federal Government to produce distilled spirits, seven of them produce at least half the quantity produced by the entire number. Judged by the amount they spend in advertising their products, by what the remaining 135 spend in advertising theirs, they produce even more.

The Big Seven

The names of these seven companies, together with the amount they spent in advertising their products in 1945—the latest year for which figures are available—over three media, newspapers, magazines, and chain radio, follows:

Seagrams Distillers Corp.	$5,548,451
Schenley Distillers Corp.	5,546,285
National Distilleries Products Corp.	4,117,141
Hiram Walker, Gooderham & Worts	3,649.038
Continental Distilling Corp.	2,537,044
Glenmore Distilling Corp.	1,353,511
Park and Tilford	1,003,260
Total	$23,754,730

These seven companies advertised, on an average, over 12 media—9 more than the above three. While definite figures on the amount spent over these 9 media are not available, a conservative estimate would be at least $9,000,000, enough to bring the total up to $33,000,000.

Thirty-three million dollars is considerably more than the advertising expense of the 135 other companies producing distilled spirits.

These 7 distilling corporations have come to this position of dominance in the distilling business by buying up smaller distillery companies. This has gone to such length that Schenley Distillers Corp now owns and controls at least 53 subsidiary companies.

To further increase their power the larger distillery corporations have formed the Distilled Spirits Institute, where they pool their interest and spend about $500,000 a year through this agency.

Buying Up Wineries

Not content with domination of this branch of the liquor industry, they have recently gone into the wine field and are purchasing wineries. Schenley has taken the lead in this field. This corporation has purchased at least seven wine companies. National Distillery Corporation comes next with six wine companies taken over, with Hiram Walker and Park and Tilford, one each.

Along with this has come a new development, the advertising of brands of wine on a national scale. In 1945 Schenley spent in advertising wines:

Roma Wines	$1,055,873
Cresta Blanca Wines	504,573
Dubonnet Wines	198,682
	$1,759,128
In the same year National Distillers spent in advertising wines	501,931
and Hiram Walker	235,695
Total	$2,496,754

Schenley has started the ball rolling for taking over breweries, by purchasing the Blatz Brewing Company. In 1945 Schenley spent $299,284 in advertising Blatz Beer and Ale.

If this trend continues it will not be long before the entire liquor industry is controlled by a few corporations of vast wealth and power. Their power can and will be used to promote the selfish interests of the liquor traffic. They will be if they are not already the most powerful and dangerous monopoly in America. Some years ago a committee of Congress investigated this monopolistic trend in the liquor industry. It is time they were doing something about it.

Program of N. T. P. C. Against Liquor Advertising

At its annual meeting in Washington in January, 1947, the National Temperance and Prohibition Council took action calling for a concerted, nation-wide effort against liquor advertising based upon its magnitude, its false and misleading character, and its effect in the vast increase in the sale and consumption of alcoholic beverages within the past few years. This program includes:

1. Efforts to secure the passage of the Capper Bill to prohibit the transportation of alcoholic beverage advertising in inter-state commerce, and the broadcasting of alcoholic beverage advertising over the radio.

The chairman of the special committee in charge of this program is Bishop Wilbur E. Hammaker of the Methodist Church, Denver, Colo. Other members of this committee are the Legislative Committee of the Council, a representative from each of the 24 organizations of the Council and of additional organizations as well.

2. A protest campaign directed against those who permit their organs or agencies, magazines, newspapers, radio, etc., to be used by the liquor industry to advertise their products, particularly Henry R. Luce, founder and editor-in-chief of Life, Time and Fortune, whose three magazines received a revenue from liquor advertising in 1946 of $8,000,000. The protest campaign is in charge of the Committee Against Liquor Advertising of the N.T.P.C.

3. Bringing before the Federal Trade Commission of the United States facts and arguments on the basis of which to urge the Commission to enforce the law enacted by Congress which forbids "false and misleading advertising" of all products, including alcoholic beverages. The carrying forward of this program is also in the hands of the Council's Committee Against Liquor Advertising. Its membership is as follows:

Mr. Henry M. Johnson, president of the N.T.P.C., the American Business Men's Research Foundation, and the Kentucky Sunday School Association.

Rev. Sam Morris, San Antonio, Tex. Known throughout America as "The Voice of Temperance" and recognized as the ablest advocate of the Dry cause in this generation.

Dr. Edward B. Dunford, Washington, D. C., legal counsel of the Anti-Saloon League of America.

Miss Elizabeth A. Smart, Washington, D. C., Legislative Director of the National W.C.T.U.

Miss Mary B. Ervin, Columbus, O., Vice President at-Large of the above organization and president of the Ohio W.C.T.U.

Dr. John Coleman, Geneva College, Beaver Falls, Pa.

Miss Ethel Hubler, Los Angeles, Calif., editor of the National Voice.

Dr. D. Leigh Colvin, Chicago, Ill., treasurer of the N.T.P.C., an outstanding leader of the Prohibition Party.

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LIFE, TIME AND FORTUNE'S LIQUOR ADS

R. H. MARTIN, Chairman,
Committee Against Liquor Advertising of The National Temperance and Prohibition Council.

Time, Inc., publishes three magazines—Life and Time, both weeklies, and Fortune, a monthly.

An examination of the 1946 issues of these three magazines reveals the startling fact that they contain 1,137 liquor (this term including wine and beer as well as the high-powered liquors) advertisements, equivalent to 810 full-page advertisements which at the published rates for advertisements in these magazines brought to them, or to Time, Inc., a gross revenue in 1946 of $8,422,852, or a net revenue of approximately $8,000,000.

Advertising Rates in These Magazines

The advertising rates of Life were raised twice in 1946, of Time and Fortune, once. The rates given below are the rates for the latter part of the year, and for a one-time insertion, as obtained from "Standard Rate and Data Service."

Life (circulation 5,200,000)—One page: 1 color, $14,500; 2 colors, $17,920; 4 colors, $20,780; bleed (no margin) $23,897.

Time (circulation 1,300,000)—One page: 1 color, $4,200; 2 colors, $5,300; 4 colors, $6,270; bleed, $7,210.

Fortune (circulation 210,000)—One page: 1 color, $2,200; 2 colors, $2,775; 4 colors, $3,125; bleed, $3,622.

Gross Revenue from Liquor Advertisements, 1946

(Based on the actual rates in force, each period of the year)—

Life	$6,178,541.00
Time	1,847,842.00
Fortune	396,469.00
Total	$8,422,852.00

Net Revenue from Liquor Ads in 1946 Approximately $8,000,000

There is a slight reduction in the rate when 13, 26, 39 or 52 ads are taken in Life or Time within the year, or 6 or 12 in Fortune, varying from 3 to 4 per cent up to 10 per cent. A liberal allowance for this would not amount to more than 5 or 6 per cent of the total gross receipts. Deducting this would leave fully $8,000,000 as the net receipts, divided approximately as follows:

Life	$6,000,000.00
Time	1,675,000.00
Fortune	325,000.00
	$8,000.000.00

Think of it! One business concern receiving from the liquor industry for liquor advertisements in one year the enormous sum of $8,000,000.

Liquor Industry Spends $100,000,000 for Liquor Ads

The liquor industry is spending $100,000,000 a year in advertising liquor, wine and beer in magazines, newspapers, over the radio and by other media. To what purpose? To stem the rising tide of opposition to their business, to glamorize, make popular and respectable the drinking of alcoholic liquors, to add to the already large army of drinkers, especially from American youth, and thus to increase the sale and consumption of their products and the profits of the liquor industry.

Now comes Time, Inc. and for a consideration of eight million dollars, gives the liquor industry the use of the columns of its magazines, as the spearhead of its gigantic advertising drive to accomplish the above purposes.

Protest Campaign

One of the effective ways of expressing opposition to this advertising is by protesting against it to the editors of newspapers, magazines, etc., who afford the liquor industry the use of their facilities in carrying out their advertising program.

The National Temperance and Prohibition Council at its annual meeting in Washington. D. C., on January 22 and 23, voted to major on a united, nation-wide effort against liquor advertising. Included in this program is a protest campaign particularly against Time, Inc., because, for a consideration of a cool eight million, it allows itself to be used as the spearhead of the liquor industry in its gigantic advertising campaign.

To whom should the protests go? They can be sent to the editors of these three magazines, or to one person—the founder and the editor-in-chief of the three magazines—Henry R. Luce, Time and Life Building, 9 Rockefeller Plaza, New York 20, N. Y.

To his everlasting shame be it said Mr. Luce is the son of a minister of the Gospel, the son of a Protestant missionary in China.

And this same Mr. Luce, posing as a true prophet of Protestant reform, is addressing great gatherings of Protestant ministers in Syracuse, N. Y., Chicago, Ill., and we presume elsewhere, lambasting the Protestant Churches for their concern over politics, economics and war, and their neglect of theology. Doctrine, doctrine, this is what Protestantism needs! But don't implement the doctrine, don't apply it to the traffic in intoxicating liquors for this might result in depriving me and my magazines of the eight million dollars revenue we are securing annually for boosting the sale of liquor to our 25,000,000 readers! Thou hypocrite, first cast the beam out of thine own eye, before you tell us to cast the mote out of our eyes. This, we think, should be the Protestant ministers' answer to Mr. Luce. And let the Protestant Christians of America give Mr. Luce a demonstration of what *true Protestantism is* by laying on his desk an avalanche of protests against the liquor advertisements in Life, Time and Fortune.

Help our Committee Against Liquor Advertisements get to the Christian people of the United States the information necessary to carry forward this protest campaign.

The substance of this article somewhat enlarged we have published in leaflet form, for wide distribution. Secure copies and place them where they will be used effectively. They can be had at the cost of printing and mailing—50 copies for $1.00; 100 copies for $1.50; 500 or more, $1.00 per 100. Address R. H. Martin, Chairman, Committee Against Liquor Advertising, 605 Publication Bldg., 209 Ninth Street, Pittsburgh 22, Pa.

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Clinton N. Howard, Washington, D. C., General Superintendent of the International Reform Federation.

W. Earl Hotalen, Chicago, Ill., Field Director of the National Temperance Movement, Inc.

Dr. R. H. Martin, Pittsburgh, Pa., president of The National Reform Association, and chairman of the Committee Against Liquor Advertising of the N.T.P.C.

4. Pressing the suit filed in the Western District of Kentucky Federal Court against Columbia Broadcasting System and Schenley Distilling Corporation for "damages and relief against Columbia selling choicest radio time to Schenley and the commercial liquor interests for broadcasts to glamorize wine and beer drinking, and Columbia's refusal to sell any time whatever to the abstinence, church, or welfare forces for broadcasts counseling against the drinking of alcoholic beverages" in the amount of $15,000,000 damages.

The carrying forward of this suit is in the hands of Attorney Henry M. Johnson and Rev. Sam Morris, who filed the suit on behalf of the N.T.P.C.

SUPPORT THE CAPPER BILL

Senator Capper introduced, Senate 265, a bill to prohibit the transportation of alcoholic beverages advertising in interstate commerce and the broadcasting of alcoholic beverage advertising over the radio. It has been referred to the Senate Committee on Interstate and Foreign Commerce which has scheduled a public hearing on the bill on May 12.

That a concerted, nation-wide effort will be required to secure the passage of this bill is evident from the fact that it will be opposed not only by the powerful industry but also by the owners, managers, and publishers of newspapers, magazines, radio stations and other agencies which receive a revenue of $100,000,000 a year from alcoholic beverage advertisements. On the other side there is a vast and constantly rising tide of opposition to this advertising, not only because of its magnitude but also, and particularly because of its false and misleading character. It is also a matter for encouragement that The National Temperance and Prohibition Council at its meeting in January resolved to make the passage of this bill a major undertaking for this year. The membership of the churches and other organizations represented in this Council total at least 20,000,000 people.

To inform, arouse, and get his membership to act effectively in bringing their convictions regarding this bill to bear upon the members of the United States Congress is the task before the leadership of the Council and others they can enlist.

The most effective way to influence members of Congress is by letters or telegrams. We therefore urge our constituency to write personal letters or send telegrams to the Senators from their state urging their influence and vote for the passage of this bill.

Next to letters come petitions signed by individuals requesting its passage. We suggest that these petitions be addressed to the Senate of the U. S., that the signed petitions be sent to a Senator from your state with the request that he present it to the Senate and have it referred to the Committee on Interstate and Foreign Commerce. All can do this.

Let's be as active in our support of this bill as the liquor fraternity will be in opposing it.

FOR LACK OF SPACE

We are deferring until our May issue a discussion of the now famous decision of the United States Supreme Court in ruling that public school funds can be used to pay for transportation of Catholic children to their parochial schools. Also of other important happenings.

CHRISTIAN CITIZENSHIP CONFERENCE AT GLENDALE, CALIF.

Under the auspices of the Southern California Branch of The National Reform Association a Christian Citizenship Conference was held in the Presbyterian Church, Glendale, Calif., on the afternoon and evening of February 28, 1947. The main address of the afternoon session was given by Dr. Walter McCarroll, of Santa Ana, Calif., the president of the California branch. His subject was "Christ for the Nation." This message, given with the aid of a flannelgraph on numerous occasions by Dr. McCarroll, was very favorably received.

The speaker at the evening session was Honorable Claude A. Watson of Los Angeles, candidate for President of the United States on the Prohibition Party ticket in the last Presidential election. His stirring and challenging message on the Bible and Moral and Religious Training in the Public Schools, created a deep interest which led to action by the conference.

At the evening session Dr. Clarence Kerr, pastor of the host church, presided. Dr. Kerr was formerly pastor of two Presbyterian congregations located near Pittsburgh, Pa., the headquarters of The National Reform Association, and is well acquainted with the principles and program of the Association and favorable to its work, having spoken at its annual meetings. The conference concluded by adopting the following resolution:

"We, Christian citizens, assembled in the Glendale Presbyterian Church, and deeply concerned about the moral and spiritual education of our youth, are determined to use every lawful means in our power to restore the Bible to the curriculum of our schools, and therefore make the following resolution:

"Whereas, there is an ever-growing wave of juvenile delinquency sweeping our country; and, whereas the school as well as the home and the church bears the responsibility of making good citizens; and, whereas the Bible, a non-sectarian book, contains the very principles upon which our country was built, and apart from which it cannot survive; and, whereas it has been demonstrated in different parts of our country where the Bible is used in the schools that juvenile delinquency decreases; and, whereas the right of the state to punish crime involves its duty to teach morality; we therefore urge the Legislature of California to take immediate steps to enact a law requiring the daily reading of approved selections from the Bible without comment in the Grade and and High Schools of our state."

PA. SCHOOL ALCOHOL STUDIES

(Continued from Page 2)

While the scientific effects of alcohol will be emphasized in the school, the ethical, moral and spiritual sides of the problem will receive due emphasis.

The school should have a strong appeal to public school teachers, church school officers and teachers, ministers, social welfare workers, members of youth organizations, Christian Endeavor Society members, parent-teacher associations, and temperance organizations.

It is the aim to limit the enrollment to 125 students. The total cost for the week of room, board, tuition and registration will be $28. A limited number of fellowships and scholarships will be available.

For application blanks for admission and for general information, address Executive Secretary, School of Alcohol Studies, Juniata College, Huntingdon, Pa. Requests for specific or detailed information should go to Dr. George F. Dunkelberger, Director of School, Selinsgrove, Pa.

We regret that our limited space will not permit giving this splendid program in full. The following will indicate its character and scope:

"The Christian Minister's Conception of the Liquor Problem." Dr. C. Ralston Smith, Pine St. Presbyterian Church, Harrisburg, Pa.

"Developing a Program of Alcohol Education for the Local Church." Dr. Earl F. Zeigler, Secretary, Presbyterian Board of Christian Education, Philadelphia, Pa.

"Alcohol Education in the Public Schools:" Dr. Paul L. Cressman, State Department of Public Instruction, Harrisburg, Pa.

"Integrating Alcohol Education into the Public School Curriculum." Howard E. Hamlin, Supervisor, Health and Narcotic Education of State of Ohio, Columbus, Ohio.

Visual Aids Program of Alcohol Education.

Alcohol and Highway Safety. Penna. State Bureau of Highway Safety.

"Applying Social Sanctions to Alcoholic Indulgence." Dr. Robert Freed Bales.

"Legislative Controls of the Liquor Traffic." Henry A. Frye, Attorney, Philadelphia, Pa.

"Alcohol and Industrial Safety and Efficiency."

"Effects of the Liquor Traffic on our National Economy." Laura Lindley, Research Secretary, Washington, D. C.

"The Physiological Effects of Beverage Alcohol.' Dr. Haven Emerson, Columbia University, N. Y.

"Alcohol Education for the Home, Church and School." Bertha Rachel Palmer, Wheaton, Ill.

The Federal Trade Commission and Liquor Advertising

R. H. Martin, Chairman,
Committee Against Liquor Advertising

There is on the statute books of the United States a law enacted by Congress, which, if properly interpreted and effectively enforced, would greatly reduce, if not altogether neutralize the harm resulting from the advertising of alcoholic beverages.

The Federal Trade Commission was created by an Act of Congress approved September 26, 1914. Section 5 of this act made unfair methods of competition in commerce as defined by the act unlawful, and empowered and directed the Commission to prevent persons, partnerships, or corporations, etc., from using such methods.

Under the construction placed upon this authority by certain court decisions, the protection and prevention of competition was the primary object, and the protection of the public secondary. It thus became necessary to show an injury or some likelihood of injury existing or potential competition before the act could be applied effectively.

By the act of March 21, 1938, known as the Wheeler-Lea Act, Congress amended the former act in several particulars, and added to "unfair methods of competition in commerce" "unfair or deceptive acts or practices in commerce" which the Commission was likewise empowered and directed to prevent.

New duties and responsibilities, as well as added powers were thereby conferred upon the Federal Trade Commission. Certain additional sections were added to the earlier acts specifically applying to food, drugs, devices, and cosmetics. Such sections specifically make it unlawful for anyone to disseminate, or cause to be disseminated, any false advertisement by the United States mails or in commerce by any means for the purpose of inducing, or which is likely to induce, directly or indirectly the purchase of such commodities.

The courts have uniformly held false and misleading advertising to be a violation of this act. The amendatory act for the purpose of the added sections dealing with food, drugs, devices and cosmetics, has defined the term "false advertisement" to mean an "advertisement other than labeling which is misleading in a material respect."

In determining whether an advertisement is misleading, the act provides that "there shall be taken into account not only the representations made or suggested by statement, words, design, device or sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations, or material with respect to which may result from the use of the commodity to which the advertisement relates when used under conditions prescribed in the advertisement, or when used under customary of usual conditions."

Reduced to simple language this means an advertisement

a. Must not make any claim, by any means, for the commodity advertised that it does not measure up to.

b. That if the advertised product contains anything injurious, or likely to be under its advertised or ordinary use, this fact must be stated in the advertisement.

Measure liquor advertisements by these standards. Few, if any, would pass muster. It is an established fact of science that alcohol is a narcotic poison. That vast injury results from its beverage use, who doubts? How many liquor ads contain any warning with respect to the danger, or the injury that results from its use? While many of these do not, by word, make claims for the use of the advertised beverage that it does not fulfill, by pictures and other devices they do.

Should the Federal Trade Commission require all these advertisers of alcoholic beverages to comply strictly with the law, what a change it would make in them. Probably they would cease liquor advertising altogether were they required to tell "the truth, the whole truth and nothing but the truth" about their products.

Nevertheless the Commission while it has cracked down on claims made "by word, or statement" for the use of alcoholic liquors, has done little or nothing in preventing them from making wholly unjustified claims by the more subtle method of pictures, designs, etc., and nothing at all in requiring them to include in their advertisements any warning with reference to the use of the advertised product.

It is high time that influence should be brought to bear upon the Commission to do this. Under the law the Commission for the non-enforcement of this vertisers, "either upon complaint from the public, or upon its own initiative."

Heretofore the temperance people of the country have done very little in the way of making complaint to the Commission for the non-inforcement of this law against false and misleading advertisement with respect to liquor advertisements. In fact, not many of them know there is such a law that applies to liquor advertising.

In this situation we have contacted the Federal Trade Commission. They admit they have jurisdiction over liquor advertising and prove it by showing that they have done something toward enforcing the law; for example, in requiring breweries to cease advertising that beer is a food. This whole matter was brought before the National Temperance and Prohibition Council at its meeting in January and the Council voted to include in its program against liquor advertising bringing facts before the Federal Trade Commission with respect to alcoholic beverages on the basis of which to urge the Commission to enforce the law against false and misleading advertising of these beverages. The carrying forward of this effort on a nation-wide scale was placed in the hands of the Council's Committee Against Liquor Advertising.

The Committee is now working out the program, which will include the assembling of the necessary facts and data, securing the assistance of legal counsel in getting them into shape and presenting them to the Commission, securing a hearing before the Commission to present testimony of experts—scientists, medical authorities, judges and other public officials—bearing on this issue, and also in some way expressing to the Commission the rising tide of public sentiment against both the magnitude and character of present-day liquor advertising in this country.

When the program has been worked out, it will be given to the public and their cooperation sought in carrying it out.

THE GAMBLING MANIA

"We cannot have a great United States and an honorable people if we disintegrate the business integrity of America and permit the spreading of the gambling mania through our nation's mails, over the wires, and by means of other public service. Every business transaction a man engages in advances industry, aids homelife, and builds its own integrity. If one goes into a butcher shop and spends $1.50 for a beefsteak, he thus serves the three parties concerned, but if he goes into a gambling establishment he will do one of two things. He will get something for nothing or nothing for something. If he gets nothing for something he is a fool; if he gets something for nothing he is a thief. But he has not engaged in a business transaction; he has not built up his honor, but he has disintegrated his integrity, and character, and there is nothing more insidious than this mania."

"The Divine Right of Democracy"—Clarence True Wilson.